



Delaware Downtown Development Districts

FY 19 Application Cycle Workshop
March 4, 2019

Downtown Development Districts Act

- Governor proposed in State of the State – Jan. 2014
- Senate Bill 191 – Introduced Apr. 2014; passed by both House and Senate (unanimously); signed by the Governor June 5, 2014.
- What the DDD Act did:
 - Authorized creation of Districts
 - Laid out the application process
 - Authorized DSHA to issue DDD Rebates, subject to annual funding

Dual Purposes of DDD Program

1. Housing & Community Development:

Help build stable community of long-term residents in Districts and neighborhoods

- Improve housing for persons of all incomes and backgrounds
- Increase homeownership
- Reduce number of vacant houses

Dual Purposes of DDD Program

2. Economic Development:

Improve commercial vitality of Districts and neighborhoods

- Stimulate job growth
- Help build diverse array of businesses
- Harness attraction of our downtowns

Current Status

- Dover, Seaford and Wilmington designated as Districts in 2015
- Smyrna, Harrington, Milford, Laurel and Georgetown designated as Districts in 2016
- As of December 31, 2018: **\$24** million in State investment has leveraged **\$420** million in private investment
- 119 projects (56 small, 63 large). . . and counting

The Application Process to become a District

- Application for Designation as a District
 - Office of State Planning Coordination (OSPC) Responsibility
 - Local Governments are applicants
 - Cabinet Committee on State Planning Issues (CCSPI) makes recommendations to Governor
 - Governor designates Districts

FY19 DDD Application Cycle

- Governor Carney announced opening of application period on January 17, 2019 during his State of the State address.
- Application period opened January 23, 2019
- Application materials available on the DDD website. Electronic submission required.
- All application materials due to OSPC by **11:59pm, May 15, 2019.**
- Review and designation timeline TBD

The Application Process to become a District

- Local Governments are the applicants
 - Municipalities
 - Counties

Central Business District (CBD)

- An area around the downtown portion of the city or town allowing for higher intensity residential uses as well as commercial, office, personal services, governmental and similar uses intended to serve the community and surrounding areas of the city or town.



The Application

DELAWARE DOWNTOWN DEVELOPMENT DISTRICTS
FY19 APPLICATION FOR DESIGNATION AS A DISTRICT




January 23, 2019

- Application must be completed
- Must demonstrate four things:
 - Administration of the District
 - Need and Impact
 - A District Plan
 - Local Incentives

Required Elements

- All items must be included for the application to be considered complete

 *Downtown Development Districts*

FY19 Application for Designation as a District

Application Cover Sheet and Check List

Must be completed by applicants with FY16 application on file

Jurisdiction Name: _____

Date of Application _____ Date Received _____

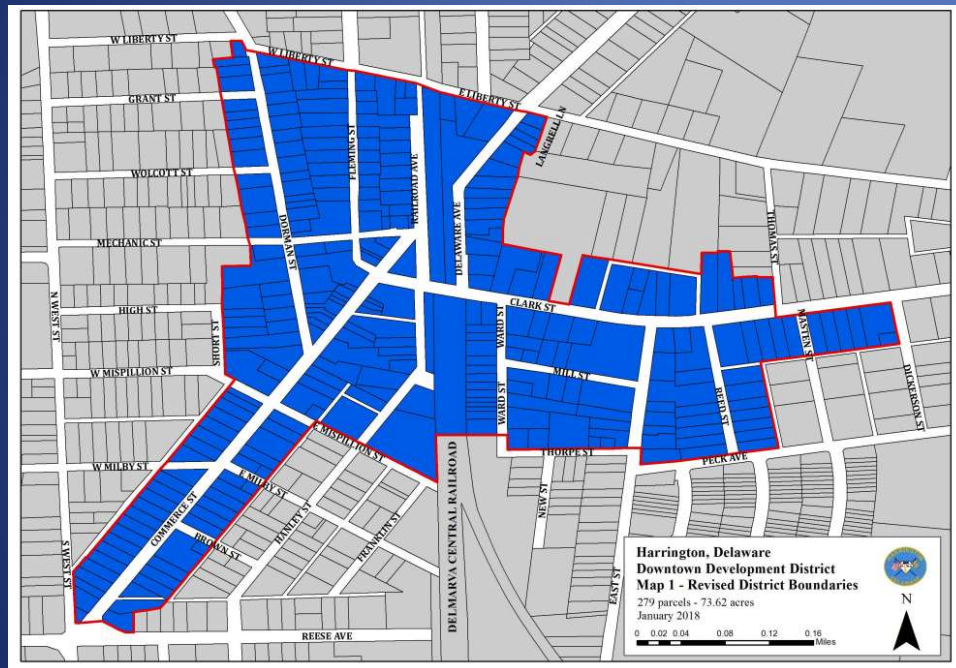
Check List for Application Materials

- ☐ Application Cover Sheet and Check List.
- ☐ Information Sheet.
- ☐ Administration of the District summary.
- ☐ Map of the Proposed District (GIS files encouraged).
- ☐ Map of Future Land Use in Proposed District (GIS files encouraged)
- ☐ Map of Zoning in Proposed District (GIS files encouraged)
- ☐ Summary of Need and Impact (with attachments).
- ☐ Summary of District Plan (with attachments).
- ☐ Written Documentation from Supporting Organizations (attachments).
- ☐ Summary of Local Incentives (with attachments).
- ☐ Legislative Body Resolution (attachment).
- ☐ Attended DDD Pre-Application Workshop.

Name of attendee _____

Released: January 23, 2019 8

District Boundary Map



- Must include CBD
- Based on urban planning principals
- Clearly show which parcels are included
- Size Limits:
 - 95 acres < 9,000 pop.
 - 185 acres 9,000 -30,000 pop.
 - 250 acres > 30,000 pop.

Note: District Boundary size increased for FY19 Application Round

District Administrator

An individual appointed by the local elected body to be the administrator of the DDD program for that community. The District Administrator will be the chief point of contact for the District and will be responsible for all record keeping and reporting that are required by the program. The District Administrator will supervise and ultimately be responsible for all tasks involved in implementing the local government's DDD program. The District Administrator must be a local government staff person, or an elected or appointed official of the local government.

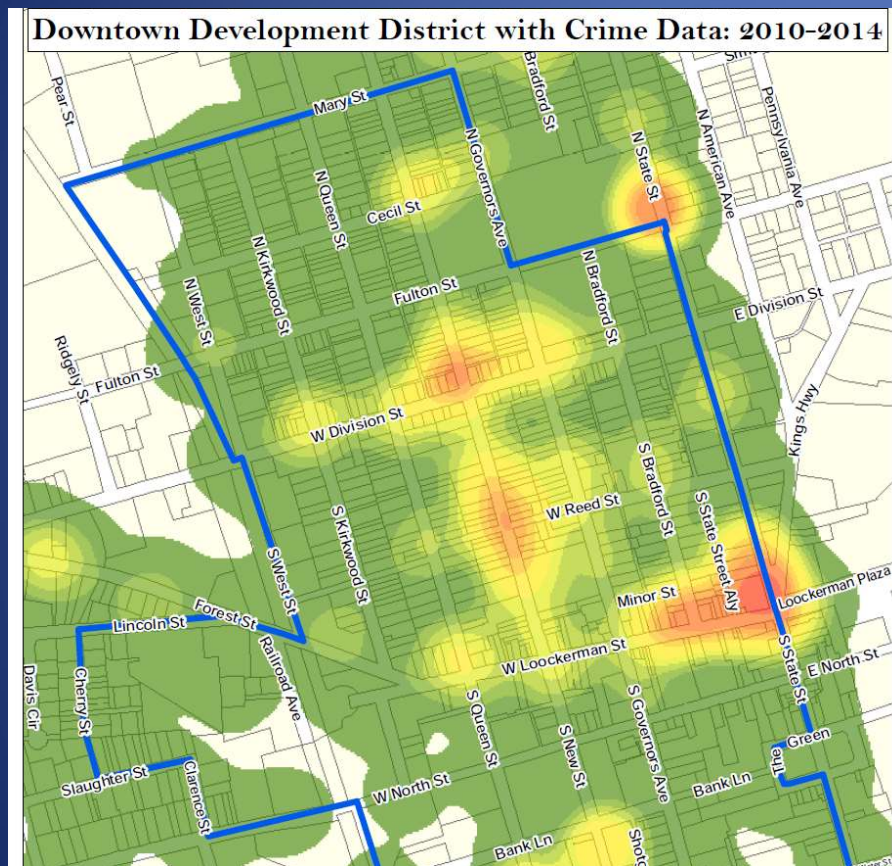
- High level staff, elected or appointed official, such as:
 - Mayor
 - Town Manager
 - Planning Director
- May supervise other staff and/or consultants
- Responsible for DDD Program administration
- Must be appointed by local legislative body

Administration of the District (10%)

Application must demonstrate how the local government will administer the program if designated

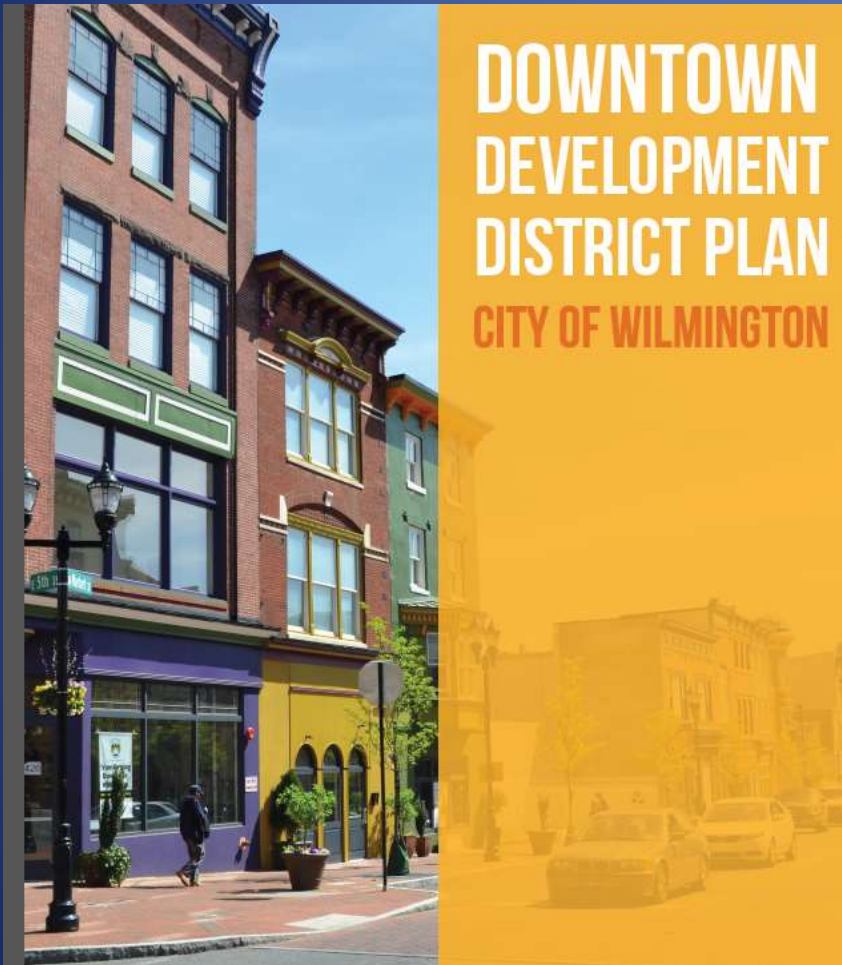
- Economic Development
- Marketing
- Website and Promotional Materials
- Direct assistance to investors
- Record keeping and reporting

Need and Impact (50%)



- Census data
- Income and poverty
- Crime
- Economic data
- Building conditions
- Code enforcement
- Infrastructure
- Vacant buildings
- **Potential Impact of Designation**

District Plan (20%)



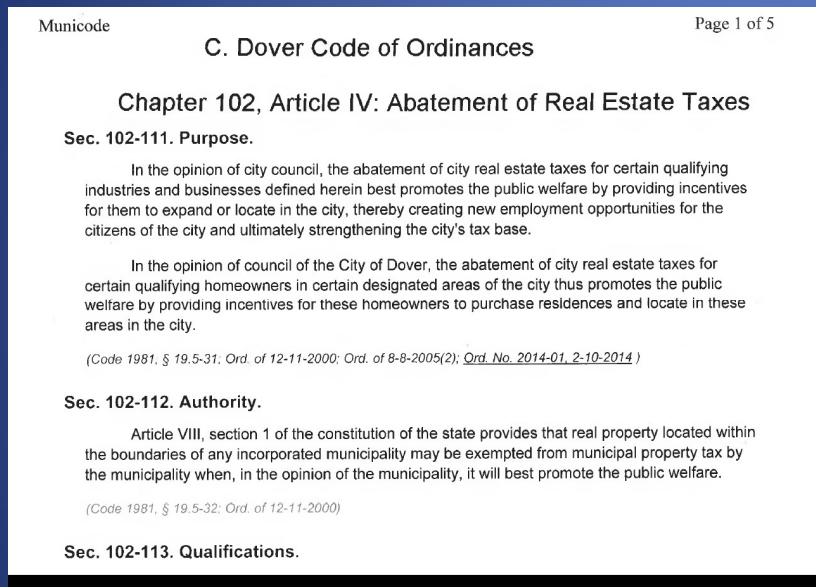
- Should be formatted as a plan for the District
- Could be in comprehensive plan or standalone document
- Revitalization and economic development strategy and plan for District

Key Priority Projects

A specific project identified in the District Plan that is considered by the applicant to be a potential catalyst for other redevelopment activity and contribute to superior urban design or other benefits to the District. Key Priority Projects are specific projects that are expected to provide significant positive impacts to the District should they be implemented. These projects will receive priority scoring for funding through the DDD Rebate program, and may receive other benefits, such as enhanced marketing, through the DDD program.

- NEW emphasis in FY19 application round
- **Local government** may identify specific potential projects and describe their impact
- Broad classes of property types not acceptable
- Need not currently be an active development project
- Should be in District Plan

Local Incentives (20%)



Note: This part of the application has been amended for the FY19 application round.

- Could be existing or proposed
- Should compliment State DDD Rebate Program
- Should be meaningful and substantial
- Should be targeted to the District
- **Should not be discretionary**
- **Should be transparent**

Applications on File from FY16

- Previous complete applications remain on file for four years
 - Clayton
 - Dagsboro
 - New Castle
 - New Castle County
 - Newark

Applications on File from FY16

- Local Governments with applications on file have the following options:
 - Ask us to review application on file along with required FY19 information and supplemental materials (if desired)
 - **Complete an entirely new application – this is preferred**

Application on File from FY16

If application on file, local government must still complete these sections of the FY19 application

- District Administrator
- Administration of the District
- Key Priority Projects, if desired
- Local Incentives
- Legislative Body Resolution

Application on File from FY16

- If supplemental materials are to be provided
 - Text and materials must be inserted in the proper location on the application form, and / or attached in the proper order
 - Please clearly identify which materials are new and updated
 - Highlighting or red-lining new text would be helpful

The Complete Application

- Application Form – Word document
 - We need this in Word to extract text
- Census Summary Spreadsheet – Excel document
- District Plan and Attachments - .pdf document
 - Single bookmarked .pdf document preferred
 - Present attachments in order of reference in application
 - A table of contents is helpful

Submitting the Application

- Electronic Submission Required
- Instructions will be on OSPC website by April 15
- Contact OSPC for tech support if needed
- **Must be uploaded by 11:59pm on May 15, 2019**
- Upload early if you can in case there are any issues. We will not be by the phone at 11pm on May 15. . .

Characteristics of Successful Districts

- Geographic Concentration
- Prioritization / Key Projects
- Infrastructure
- Transparency
- Streamlined Process
- Land Use Regulations
- Targeted Incentives
- Commitment to Success

Geographic Concentration

- Research: proximity matters in redevelopment
- Focus on a manageable area
- Build from strength
- Expand after success, but you've got to start somewhere

Prioritization / Key Projects

- Identify a place to start
- Could be a certain project
 - Private developer initiated project
 - Public project
 - Maybe combine the two. . .
- Sequence of Redevelopment Activities
 - CIP
 - Private activities harder to time

Infrastructure

- Make sure infrastructure is ready to accept development / redevelopment
 - Roads
 - Water
 - Sewer
 - Stormwater
 - Environmental
 - Streetscapes

Transparency

- Will an investor / developer know what they are getting into?
 - Codes
 - Review Process
 - Time
 - Incentives
- Will an investor / developer be able to accurately estimate the costs?

Streamlined Process

- Reduce the process time as much as possible
- Predictability
- Coordination with other agencies is critical
- A (maybe unattainable) Goal: All planning and approvals are done ahead of time; developer simply applies for building permit.

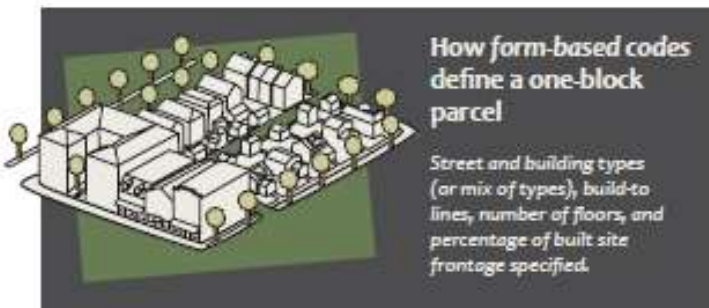
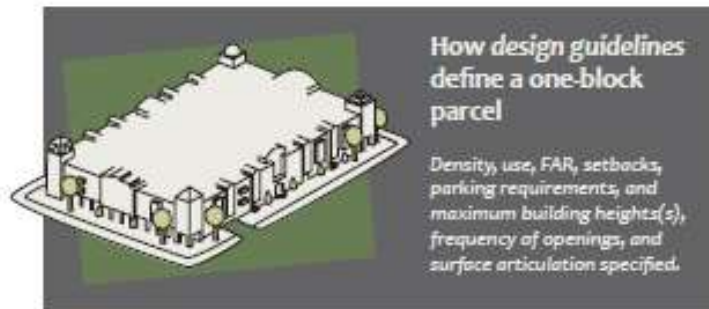
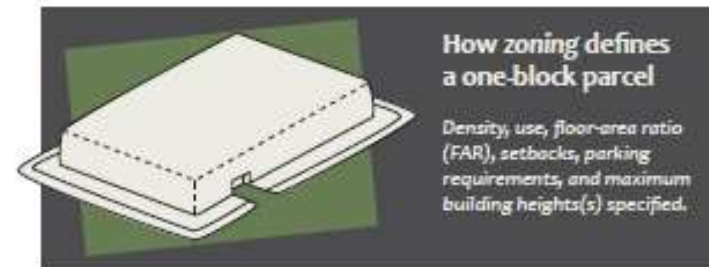
Land Use Regulations



Form-Based Codes

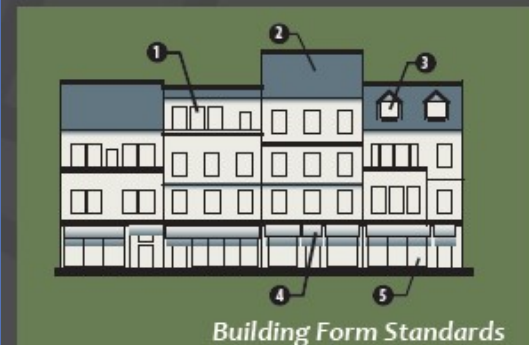
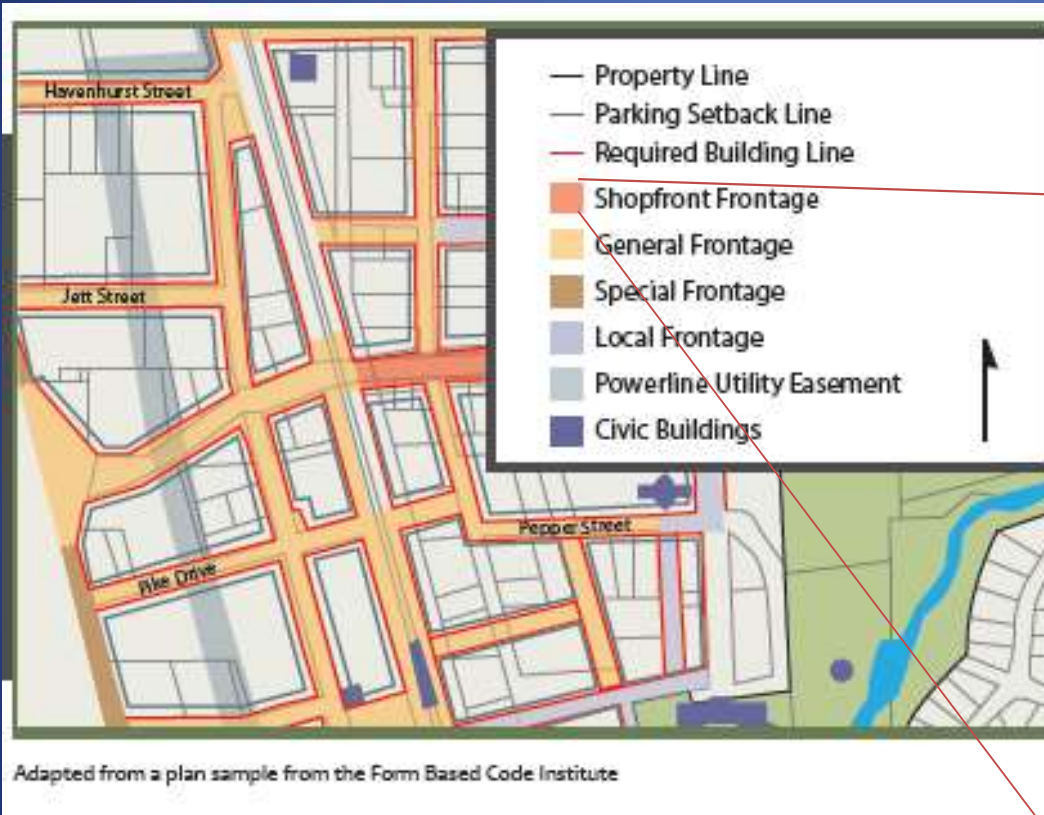
A Primer for Delaware Municipalities

Written By
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Institute for Public Administration



Adapted from Peter Katz and Steve Price, Urban Advantage

Land Use Regulations



Suggested Building Elements

- Horizontal Breaks: vertical windows (1)
- Vertical Breaks: porches, awnings or overhangs (4), Offset roof line (2,3)
- Ground Floor: storefronts (5), awnings (4) or overhangs

Adapted from the Mount Holly Form-Based Code

Where pictures are not adequate to convey the desired level of detail, schematics and diagrams are used. In this case, the Live/Work building type was modeled after traditional structures in Mount Holly, N.J.

Targeted Incentives

- Transparent
 - Must be able to tell how it benefits
- Meaningful
 - Must be worthwhile to pursue
- Targeted
 - Geographically focused on the District
- **Not Discretionary**
 - **Available to all investors in the District**

Commitment to Success

- Leadership
- Continuity
- Coordination

A final thought

- The Downtown Development District program is a partnership between the State and local government.
- When preparing the application, think of how your local government will craft that partnership to encourage and enable the revitalization of the proposed District.

Once Designated. . .

- District designation is for 10 years
 - Two five year extensions are possible
 - CCSPI recommends, Governor approves extensions
- Must comply with District Plan
- Must implement and maintain local incentives

Expectations for DDD Program Administration

- Implement local incentive package
- Maintain a website for local incentive package
 - OSPC will link to the local government website
- Reporting to OSPC and DSHA as requested
- Responsiveness to OSPC, DSHA and potential investors about all aspects of program
- Compliance through OSPC and, if necessary, the Cabinet Committee on State Planning Issues

But what if things change?

- Changes to the District Boundary and Local Incentives can be considered
- New Key Priority Projects can be added to the District Plan
- OSPC reviews, forwards to CCSPI for consideration
- Suggest no more than once per year

<http://www.stateplanning.delaware.gov/about/ddd.shtml>

The screenshot shows a web browser window with the URL www.stateplanning.delaware.gov/about/ddd.shtml. The page features the Delaware.gov header with navigation links for Agencies, News, Topics, and Contact. Below this is the OSPC logo and a secondary navigation bar with links for ABOUT, LAND USE PLANNING, PLUS, DDD, GIS & DATA, and PUBLICATIONS. The main content area is titled "Downtown Development Districts Program" and includes a circular seal of the State of Delaware. A prominent orange button reads "New Round of Downtown Development Districts Designations". To the left, a text block explains the Downtown Development Districts Act of 2014, listing its purposes: spurring private capital investment, stimulating job growth, helping build a stable community, and assisting municipalities. A "Read More" button is positioned below this text. To the right, a photograph shows a group of representatives from Kent County, Georgetown, Smyrna, Laurel, Milford, Harrington, Dover, and DSHA holding certificates. The Windows taskbar at the bottom displays various application icons, and the system clock shows 2:25 PM on 2/15/2019.

Delaware.gov Agencies News Topics Contact

OSPC ABOUT LAND USE PLANNING PLUS DDD GIS & DATA PUBLICATIONS

Home / Delaware Downtown Development Districts Program

 **Downtown Development Districts Program**

New Round of Downtown Development Districts Designations

The Downtown Development Districts Act of 2014 (the Act) was enacted by the General Assembly in order to:

- Spur private capital investment in commercial business districts and other neighborhoods;
- Stimulate job growth and improve the commercial vitality of such districts and neighborhoods;
- Help build a stable community of long term residents by improving housing opportunities; and
- Assist municipalities in strengthening neighborhoods while harnessing the attraction that vibrant downtowns hold for talented people, innovative small businesses and residents from all walks of life.

[Read More](#)


Representatives from Kent County Levy Court, Georgetown, Smyrna, Laurel, Milford, Harrington, Dover, and DSHA

2:25 PM 2/15/2019

<http://www.stateplanning.delaware.gov/ddd/resources.shtml>

The screenshot shows a web browser window displaying the Delaware State Planning Office (OSPC) website. The browser's address bar shows the URL www.stateplanning.delaware.gov/ddd/resources.shtml. The website has a teal header with the Delaware.gov logo and navigation links for Agencies, News, Topics, and Contact. Below this is a white navigation bar with the OSPC logo and links for ABOUT, LAND USE PLANNING, PLUS, DDD, GIS & DATA, and PUBLICATIONS. A breadcrumb trail indicates the current location: Home / Delaware Downtown Development Districts Program / Resources.

Resources

- [DDD Program Guidelines](#)
- [DDD Application Document](#)
- [DDD Census Summary Spreadsheet](#)
- [DDD Review Guidelines](#)
- Designated DDD Applications
 - [Dover](#)
 - [Georgetown](#)
 - [Harrington](#)
 - [Laurel](#)
 - [Milford](#)
 - [Seaford](#)
 - [Smyrna](#)
 - [Wilmington](#)

The footer of the website is dark blue and contains the OSPC logo on the left. To the right of the logo are three columns of links: 'About the Office' (Cabinet Committee, Capital Budget Requests, Public Meetings, Contact Information), 'PLUS' (2015 State Strategies, Downtown Development, DGDC, Municipal Annexation), and 'Planning Assistance' (Development Trends, Local Government, Demographics, FOIA Requests). The Windows taskbar is visible at the bottom of the screen, showing various application icons and the system clock indicating 2:30 PM on 2/15/2019.

2,164

2,164

Number of pages reviewed during FY16 DDD Application period

2,164

Number of pages reviewed during FY16 DDD Application period

**Please be clear and concise when preparing
your application**

Questions / Discussion



Contact us at:

Office of State Planning Coordination

(302) 739-3090

ddd@state.de.us

www.stateplanning.delaware.gov/about/ddd.shtml